



Centrally located between Auckland and Wellington, the Ruapehu District contains two of the country's most spectacular National Parks – Whanganui and Tongariro, which includes Mt Ruapehu and the largest commercial ski fields in Australasia. We have a consistent, local market of nearly 14 000, and on any given day an average of 10 000 additional people (besides residents) are in the district, which can peak to nearly 17 500 in high season.

Unlike other regions that also profit from the visitor market, Ruapehu's 'peak' season is longer than most, lasting from June through November. Our peak is more sustainable because our visitor attractions offer both winter and summer options.

The statistics prove our region offers business investors an expanding market. New property development alone in Ruapehu has grown 22% in the past decade. Plus, our local economy is thriving despite the recession. At the height of the country's economic downturn in 2009, Ruapehu saw an additional 40,440 people visit during the first six months of the year as compared to 2008. Ruapehu District – it's a Recession-safe investment.

873 000

visitors came to the Ruapehu District in 2009...*

– in a year of supposed 'recession'.

It's time you tapped into this market!

* Ministry of Tourism, New Zealand Regional Tourism Forecasts 2009-2015, Ruapehu, September 2009.



Ruapehu District is a stable, emerging economy that is ripe for investment

Recession resistant investment opportunities

22% property growth
in the last decade



Ruapehu's continuing growth is being underwritten by on-going investment in major visitor drawcards. Ruapehu has two national cycleway projects – the 'Central North Island Rail Trail' and the 'Mountains to the Sea' cycle trail that will join the District's existing comprehensive cycleway network. Additionally Ruapehu Alpine Lifts has an ongoing investment programme (\$60 million over five years) on the Whakapapa and Turoa ski fields ensuring they remain at the forefront of Australasia's ski areas.

It is investments and initiatives like these that continue to guarantee a sustainable, growing market local companies can capitalise off.

It's obvious that when it comes to business development, the Ruapehu District is a stable, emerging economy that is ripe for investment. New Zealand regions such as Queenstown and the Coromandel show the adventure market is a lucrative one and we believe statistics prove Ruapehu is the 'next big thing.'

The Ruapehu District Council is serious about supporting business investment in our territory.

If you are a business investor both the Mayor and the Chief Executive would welcome the opportunity to talk with you about the Ruapehu investment environment and why your business needs to be here.

Simply phone 07 895 8188 – tell staff you a business investor. The rest is automatic.